

Nevada's Indian Territory
Wednesday, July 15, 2015
Meeting Minutes

Nevada Indian Commission, 5366 Snyder Avenue, Carson City, NV

Present: Sherry L. Rupert, Chairperson, Nevada's Indian Territory and Executive Director, Nevada Indian Commission; Chris Ann Gibbons, Secretary/Treasurer, Nevada's Indian Territory and Program Officer I, Nevada Indian Commission; Scott Carey, Events Manager, Travel Nevada; Christian Passink, Rural Programs Officer, Travel Nevada; Michon R. Eben, Cultural Resources Director and Tribal Historic Preservation Officer, Reno-Sparks Indian Colony; Kyle Horvath, Social Media and Communications Manager, Carson City Visitors Bureau; Greg Weyland, Director of Business Operations, Washoe Tribe of Nevada & California; Shannon Mandell, Museum Director, Pyramid Lake Museum and Larry Burton, Photographer

- I. Welcome and Introductions
 - a. Sherry Rupert called the meeting to order and asked everyone to introduce themselves.

- II. Approval of May 20, 2015 Meeting Minutes
 - a. With no changes made, Scott Carey motioned to approve the May 20, 2015 meeting minutes, seconded by Shannon Mandell. Motion carried.

- III. Comments by Chairperson - Sherry L. Rupert, Chairperson, Nevada's Indian Territory
 - a. Western Governors Association Annual Meeting - Sherry reported the 2015 Western Governors Association Annual Meeting was held June 24-26, 2015 in Incline Village, Nevada. Sherry shared that Tribal Elder, Ralph Burns gave the opening prayer at the meeting and Ben Rupert was the tour guide for a field trip that focused on Lake Tahoe and Washoe culture. Sherry said one highlight of the field trip was an Eagle Dance by Ben Rupert at Cave Rock.
 - b. NATIVE Act Update – Sherry reported the Native American Tourism and Improving Visitor Experience Act or NATIVE Act was introduced in the Senate (S. 1579) on June 16, 2015. Sherry said this is bi-partisan legislation, co-sponsored by 4 Democrats and 4 Republicans and includes Senator Dean Heller from Nevada. Sherry reminded those in attendance that the intent of the bill is to enhance and integrate American Indian tourism, empower American Indian communities, increase coordination and collaboration between Federal tourism assets, and expand heritage and cultural tourism opportunities in the United States. Sherry said a companion bill is also being considered on the House side.
 - c. Invitation to Participate in Congressional Travel and Tourism Caucus Breakfast - Sherry said she has been invited to participate in the Congressional Travel and Tourism Caucus Breakfast on July 30th in Washington D.C. The breakfast will include an introduction to US Secretary of Transportation Anthony Foxx.
 - d. American Indian Tourism Conference (AITC) Ignacio, CO – September 13-17, 2015 - Sherry reported the 17th Annual American Indian Tourism Conference will be held September 13-17, 2015 at the Skye Ute Casino Resort in Ignacio, Colorado. Sherry said as shared at the last meeting, Scott Carey from Travel Nevada has been invited to speak at the AITC on

state/tribal relations as well as Joel Dunn from the Carson City Visitors Bureau to talk about working effectively with your local visitor's bureau.

- e. Sherry also shared an article from the Nevada Business magazine by Claudia Vecchio who is the Director for the Nevada Department of Tourism and Cultural Affairs. Sherry said in the article Claudia states that travelers seek to experience the “authentic historical and cultural Nevada, including the rural cities and their sights.” The article also mentions the Stewart Indian School.
- f. Sherry said AIANTA has partnered with the National Park Service on two projects which includes a project that will produce a guidebook that highlights significant tribal sites along Route 66 and the book will share native stories about the route. In addition, AIANTA is working with the National Park Service on a project to rejuvenate the watchtower at the Grand Canyon's south rim work in collaboration 11 tribes who will help interpret site. The site will also have authentic native made items for sale. AIANTA received a \$500,000 grant from Art Place America for this project.

IV. Treasurer Report

- a. Chris Ann Gibbons reported the Territory checking account has a current balance of \$1646.39. Chris stated since the last meeting, transactions focused mainly on spending out FY15 Nevada Commission on Tourism marketing grants.
- b. The Territory has received three FY16, 1st Cycle Nevada Commission on Tourism Marketing Grants: 2015 AIANTA Conference, FY16 Indian Territory Administrative Grant and Stewart Indian School website maintenance.
- c. Chris wanted to let attendees know that FY16, 2nd Cycle Nevada Commission on Tourism Marketing Grants are due Friday, September 15th and the FY16 Projects Related to Tourism Grants are due January 15, 2016.

V. Travel Nevada Update – Christian Passink, Rural Programs Manager and Scott Carey, Events and Community Relations Manager

- a. Christian mentioned the Las Vegas Convention & Visitors Authority (LVCVA) Sales Mission to China is currently in process and goes through July 22nd. Also, Governor Sandoval will be traveling to Europe for a tourism track July 19-25th. Upcoming LVCVA Sales missions include a mission to New York and New Jersey July 19th-24th and Australia/New Zealand August 3-7th.
- b. Lt. Governor Hutchinson chaired his first Nevada Commission on Tourism Board meeting and is very supportive and passionate about tourism.
- c. The Territory Advisory Committee endorsed all 206 marketing grants that were eligible and \$1.1 million was available to award. Also, the Pony Express and Las Vegas Territories have new Chairpersons.
- d. Travel Nevada also took part in the Western Governors Association Annual Meeting by helping coordinate three field trips during the meeting that focused on tourism and economic development in Lake Tahoe.
- e. The following international in-market rep firms are going through the RFP process: Brazil, Australia, Indian and France. Also, while in China, Claudia Vecchio will be working with representatives from the China National Tourism Administration to discuss

the restructuring of the China office. Christian said the contracts will be for two years with the option to renew for an additional two years.

- f. The 2016 Rural Roundup will be held April 12-15, 2016 at the Aquarius Casino Resort in Laughlin, Nevada
- g. The Abbi Agency has assisted in scheduling Claudia Vecchio to appear on the program entitled "A Conversation with Brent Boynton." Also, the Abbi Agency collaborated with the Wall Street Journal on a story with Governor Sandoval on Nevada's economic development.
- h. The Travel Nevada Public Relations staff worked with a freelance writer from US Today on a photo gallery of restaurants in the Reno-Tahoe area. The story ran at the end of June.
- i. Christian said that Scott Carey will be working with rural Nevada towns to help jump start their tourism efforts. Towns will include Lovelock and Tonopah. Sherry added the Lovelock Paiute Tribe just started selling fireworks.
- j. A budget for the rest area project will be discussed at an upcoming IFC meeting.
- k. Nevada Magazine is working on the Silver State Scavenger Hunt/Discover Your Nevada contest and so far they have received a lot of submissions from travelers. Also, the deadline is today for the Great Nevada Picture Hunt.
- l. The Governor's Summit on Global Tourism will be held November 16-17th in Las Vegas. Speakers will include Kelly Craighead from the US Department of Commerce and Chris Thompson from Brand USA.
- m. Scott said as mentioned at the last meeting, the Indian Territory itineraries include a 10-day statewide tour, and separate northern and southern Nevada itineraries. Scott said the purpose of the itineraries is to provide visitors with information about Nevada's Indian Territory in order to generate room nights and visitor spending in the state. Sherry added that AIANTA would like to add the itineraries to their Destinations website. Chris added it would be great to see restaurants, bathroom stops and additional reading sources for more information eventually added to the itineraries. **Greg Weyland made a motion for the Territory to endorse the tribal itineraries, seconded by Larry Burton. Michon Eben opposed. Motion carried.**

VI. Request for Assistance with Visit Carson City Website Content, American Indian Page – Kyle Horvath, Social Media and Communications Manager, Carson City Visitors Bureau

- a. Kyle Horvath from the Carson City Visitors Bureau handed out copies of the American Indian content currently on the Visitors Bureau website. Kyle said he would like to see short descriptions of places to visit with links to outside websites for more information.
- b. Sherry asked Kyle if only places in the Carson City area can be added. Kyle replied that sites outside Carson City can be included as day trips, but that the trips need to start and end in Carson City.
- c. Kyle said he would like to have the content revised by Nevada Day. Sherry said the Territory will work on revising the content and get suggestions/changes to him as soon as possible.
- d. Kyle also mentioned the Visitors Bureau has a quarterly newsletter entitled "Faces of Carson City" and that he would like to see the tribal community included in the newsletter.

VII. Indian Territory Projects

- a. Indian Territory Photo Library (Southern Nevada) - Larry Burton shared that to date the Southern Nevada portion of the photo library includes 9,864 images from 18 locations. Locations include Red Rock Canyon, the Snow Mountain Powwow and Valley of Fire State Park. Also, Larry added the Northern Nevada portion of the photo library includes over 20,000 images.
- b. Stewart Website Upgrade – Chris said Bruce is working on finishing up the new Stewart website and the Nevada Indian Commission recently met with Bruce to discuss the final content for the site. Chris added that Bruce was unable to attend the meeting, but wanted to share the google analytics for the Indian Territory website. Site visits were up by 47.44% from the prior year and page views were up by 83.18%. Also, the site has a decreased bounce rate which means that people are delving deeper into the site once they get to the homepage.
- c. Revision of Territory Flickr Page – Chris stated she will begin updating the Territory Flickr page as soon as possible.
- d. Nevada’s Indian Territory Profile Sheet – Sherry stated the Territory will begin working on the creation of a profile sheet after September.

VIII. Territory/Tribal Updates

- a. Shannon Mandell from the Pyramid Lake Museum reported the annual Sacred Visions Powwow will be held this weekend. Also, the tribe is preparing for the annual Burning Man event. Shannon also shared that the tourism website for the tribe is pyramidlake.us
- b. Michon Eben from the Reno-Sparks Indian Colony reported that she is working on bringing tribal members to the Stewart Indian School for a tour in September. Also, the 29th Annual Numaga Indian Powwow will be held Labor Day weekend in Hungry Valley.
- c. Scott Carey shared that last week President Obama declared the Basin and Range in Lincoln County, Nevada a National Monument.
- d. Sherry shared that the Stewart Father’s Day Powwow has been named, “Event of the Year” by the Carson City Chamber of Commerce. Also, Sherry said the 2015 American Indian Achievement Awards Banquet and Silent Auction will be held Saturday, November 15, 2015 at the Governor’s Mansion in Carson City.

IX. Agenda Items for Next Meeting

- a. Indian Territory Projects
- b. Tribal Tourism Assessment
- c. 2015 Nevada Tribal Tourism Conference evaluations

X. Meeting Date and Location of Next Indian Territory Meeting – Wednesday, September 23, 2015

- a. Sherry said the next Indian Territory meeting will be held Wednesday, September 23, 2015 from 10:00am-12:00pm at the Nevada Indian Commission. Sherry also shared that tentatively the November meeting will be held in Ely and the December meeting will be held in Reno.

XI. Adjournment

- a. The meeting was adjourned at 11:55am.